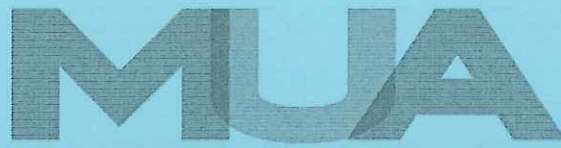


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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 401 : MARKETING COMMUNICATION STRATEGY

DATE: 13TH DECEMBER 2017

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION 1

Read the Case Study below carefully and, answer the questions that follow:

THE TEleshopping BUSINESS IN KENYA

"Interested in reducing that 'extra flab' on your body in a matter of hours? Would you like to grow hair on your bald in just a few days? - all you need to do is watch the television (TV) and order the 'miraculous' products being advertised through your phone."

Teleshopping networks, a phenomenon became part of the lives of Kenyan TV viewers by early 2010. Day in -day out, customers have been swamped with images of models showing off their flat abdomens,' 'blemish-free skins,' selling disease-curing teas, wondrous kitchen and household equipment, on almost every TV channel.

Though teleshopping networks became operational in the mid-1990s in the country, their presence was never felt as strongly as it is today. A majority of these infomercials were dubbed versions of English (or other foreign languages). Many consumers found it extremely amusing to see foreigners mouthing Kiswahili language while advertising these products.

However, it was the nature of the products being offered by these networks that has attracted maximum attention. Most of the infomercials feature products that claimed to provide miraculous results. There are products which could help one reduce weight and get into shape without exercise or dieting, while other products communications promised to make people give-up smoking and improve body posture. The range of products included creams, potions, solutions, toys etc.

Analysts has questioned the reliability of such personal care products that claimed to beautify and tone up the body in a matter of days. They considered these infomercials, which depicted common people using the product and explaining its effectiveness, a farce. They argued that, these people were paid to speak well about products.

Analysts also criticize the teleshopping networks for trying to deceive the viewers into buying products with the belief that those people had actually used them. Despite these allegations, teleshopping as a concept is gaining popularity in Kenya

and more and more customers are showing readiness to try these innovative products.

Required:

- a) From the case above evaluate the role of communication in the exchange networks expected after the advertisements. (7 Marks)
- b) Discuss three ways through which such advertising can be checked on excessiveness and exaggerations. (6 Marks)
- c) Explain how several personal factors may influence consumers to consider purchasing products even though their claims have not been tested (12 Marks)

QUESTION 2

- a) Explain the five major marketing communication tools in the context of *"above the line, through the line and below the line"* and deliberate on the four main criterion you may use in selecting the tools. (9 Marks)
- b) Markets need to be segmented in order to target communications with specific messages. Discuss the various levels you can segment your market. (6 Marks)

QUESTION 3

- a) Evaluate how the understanding of the elements of the communication process is vital for marketing communication strategy. (9 marks)
- b) Cognitive theory is based on information processing, problem solving and reasoning approach to human behavior. Discuss the elements of information processing that will determine consumers to respond in a certain way to marketing communications (6 Marks)

QUESTION 4

- a) During the buying decision process consumers can adopt three type's behaviours in decision making. Explain the role of marketing communications in each of the situations. (6 marks)
- b) In conducting marketing communication programmes there are several key things we must identify and plan for. Discuss. (9 Marks)

QUESTION 5

- a) Assume you are planning to run ads in the media. Explain the pre-test and post-test methods you are likely to apply to know the effectiveness of your ad.

(7 Marks)

- b) Discuss what you may consider to be unfair and unethical marketing communication practice

(8 Marks)

QUESTION 6

- a) Explain how Marketing communication agencies make their money

(6 Marks)

- b) Deliberate the advantages and disadvantages of using Public relations tool in marketing communications, also stating when it is appropriate to use it.

(9 Marks)